



It's not just **PRICE**

PERFORMANCE

AND PUBLIC PREFERENCE

that makes the **WEN** *line attractive*



"Quick-Hot" SOLDERING GUNS



ELECTRIC SANDERS—POLISHERS



It's what
WEN
does to
HELP YOU
SELL



MAGAZINES. You see WEN ads in Saturday Evening Post, Popular Mechanics, Science & Mechanics, Home Craftsman, Home Owner, etc.

RADIO-TV. On 48 major TV stations during National Do-It-Yourself Week. Demonstrated on many other shows featuring new products.

TECHNICAL. Advertised in leading publications read by the thousands of mechanics and technicians — important buyers of WEN type tools.

INDUSTRIAL. Advertised and featured editorially in industrial publications reaching the thousands of factory production and maintenance men.

TRADE PAPERS. Advertised and featured editorially in leading publications of selected fields — as the Wood Working, Building, and Furniture Production fields for Sanders.

NEWSPAPERS. News items and illustrated feature articles appearing constantly in city, suburban and small town newspapers everywhere.

CUTS & MATS. Large selection of complete ads for Dealers' use. Also illustrations of products separately for use in Dealers' own ads.

FOLDERS. Single sheet 1 color to 4 page 3 and 4 colors, illustrating, describing, preselling for you the various and varied WEN products.

STUFFERS. Colorful, attractive, single sheet to 4 and 6 pagers. Ideal for handouts, counters, package inserts, stuffing envelopes, etc. Places for Dealer Imprint provided.

SIGNS, STREAMERS. Big, bright, colorful — they can't be overlooked — are easily read. Proved stoppers, reminders, for windows and walls.

SELF MERCHANDISERS. Self Display cartons, attractive metal Kit Boxes, a Counter Display Board that mounts both Guns and Replacement Tips make the whole line easy to display, to advertise and to sell.

WEN

PRODUCTS, INC.

5808 NORTHWEST HIGHWAY
CHICAGO 31, ILLINOIS

(Export sales, Scheel International, Inc., Chicago)

Profit
by
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